

Question #	Relevant RFP Section	RFP Page #	
1	III. Statement of Needs, C)	5	Can Cable TV be used and reported as part of total GRP delivery?
	<b>Answer:</b>		Yes, however DMV will be evaluating proposals based on a fair mix of all television media outlets.
2	III. Statement of Needs, A) 3.	4	Are there any TV networks, programs and/or radio formats that the state or DMV would object to including in the media buy?
	<b>Answer:</b>		Proposals should include all possible networks and programs that the Contractor will be working toward obtaining to meet the demographic required in the RFP. DMV is looking for proposals that list networks and programs of an appropriate nature, for example, programs/networks depicting or referring to obscene or indecent matters will not be allowed. See Addendum No. 2. Section III Statement of Needs A) 3. c)
3	III. Statement of Needs, A) 4	5	If the Post-buy ratings analysis shows under-delivery of estimated audience, when will the stations be allowed to air their post-weight schedules? The RFP indicates that spot cannot air after June 4 but ratings delivery will not be known any earlier than July 1.
	<b>Answer:</b>		Bottom line - DMV will only pay for the media which is aired during the specified time frame. The Click It or Ticket program is a National Campaign with every state in the country on the same rigid schedule. Virginia Click It or Ticket media spots cannot be run outside of the required time frame. Part of the Media Buyer's responsibility will be to ensure that points are met.
4	I. General, B) Scope	3	Does the State wish that all media is placed at net? Or, are agencies permitted to charge a commission that would cover personnel time to plan and place the media?
	<b>Answer:</b>		DMV wants all media placed at net. It is not DMV's intent to pay commission. This RFP is for the personnel time to plan and place the media. If you must charge commission however, you must build it into your firm fixed pricing.
5	I. General, B) Scope	3	The RFP states "the Contractor will purchase media on behalf of DMV. DMV will make payments directly to the media outlets. The Contractor shall invoice DMV only for the media buying services and related tasks." We have a couple questions: -We understand you to mean that the Contractor will plan, place and negotiate the media placement, inform the DMV how much money is owed each media outlet and then request that each media outlet invoice the DMV for payment. That is, we will tell Station X and Station Y to invoice the DMV directly for the net amount being placed on each station. Is this how you envision the process?
	<b>Answer:</b>		See Addendum No. 2. Referencing Page 4, Section III Statement of Needs, A) 1 a)
6	I. General, B) Scope	3	Based on experience with this process, we believe the DMV will have to establish credit with each station. Has the DMV established credit with the media outlets across the state? If not, will the DMV need the Contractor to assist with this?
	<b>Answer:</b>		Yes, DMV has established credit if required in proposal, however DMV may need assistance for any proposed smaller outlets.
7	IV. Proposal Preparation & Submission Instructions. A), 1. C) 7.	7	Please clarify how the DMV would like the Contractor to invoice the DMV for the personnel hours covering media buying and related services. The RFP states that the "proposed price shall include the full fixed cost of the Media Buying and related services." So if the budget is \$500,000, then does the DMV wants to see a breakdown showing how much of the \$500,000 will be placed on the air and how much will cover personnel hours for media buying and related services? If this contract is a fixed price, will the DMV need to see the Contractor's hours on its monthly invoices?
	<b>Answer:</b>		The \$500,000 is for the media buyer only and does not include the buyers services. No, DMV does not need to see the Contractors hours for a full ficed price contract.

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8	IV. Proposal Preparation & Submission Instructions. A), 1. C) 7.	7	The RFP state that the "proposal shall include a step by step itemized invoicing process for the media purchase. This process must include how the Contractor will ensure the accuracy of the invoices provided to DMV for the actual media." Earlier in the RFP, it states that "DMV will make payments directly to the media outlets." So if the DMV wants the media outlets to send invoices to the DMV directly, the Contractor will have limited control over the actual media invoicing process from the stations including format, timing and payment options. Please clarify.
	<b>Answer:</b>		See Addendum No. 2. Reference Page 7, Section IV A)1, c) 7.
9	III. Statement of Needs, A) 3.	4	Are the television spots all 30 seconds? Are the radio spots all 60 seconds? Are there any Spanish-language television and/or radio spots?
	<b>Answer:</b>		One television and one radio spot is a 30 second spot. All others will be flexible. Currently we do plan to have one television and one radio Hispanic spot. See Addendum No. 2. Reference Page 4, Section III Statement of Needs A) 3. a) & b)
10	III. Statement of Needs, A) 2.	4	Who are the biggest offenders of seatbelt violations?
	<b>Answer:</b>		We are going to target males 18-34 years of age with some of the emphasis being on African Americans and Hispanics. See Addendum No. 2. Reference Page 4, Section III Statement of Needs A) 2
11	III. Statement of Needs, A) 5.	4	Is there one geographic area that encompasses more offenders (e.g. Southwest VA verses Norfolk)?
	<b>Answer:</b>		Rural areas tend to have lower safety belt usage, however DMV is planning on focusing media attention based on market population, not areas. See Addendum No.2. Reference Page 4, Section III Statement of Needs A) 5
12	III. Statement of Needs, A) 5.	4	Why is the Northern Virginia Market not included in the scope of work?
	<b>Answer:</b>		Northern Virginia will be part of a National Click It or Ticket media buy as well as a regional Smooth Operator program. All programs will be running during same time frame.
13	III. Statement of Needs, A) 5.	4	If we could include cable in certain parts of Northern Virginia and/or radio in Fredricksburg, would this be acceptable?
	<b>Answer:</b>		Only Fredricksburg would be acceptable.
14	IV. Proposal Preparation & Submission Instructions. A), 1. C) 7.	7	The RFP asks specifically for an itemized invoice, do we need to provide a sample of our invoice only or include a sample station invoice as well?
	<b>Answer:</b>		Offeror's should provide samples of any invoices that correlate to their proposed invoicing process.
15	N/A	N/A	What % of commission has been appropriate in past media buy projects?
	<b>Answer:</b>		See answer to Questions #4 above